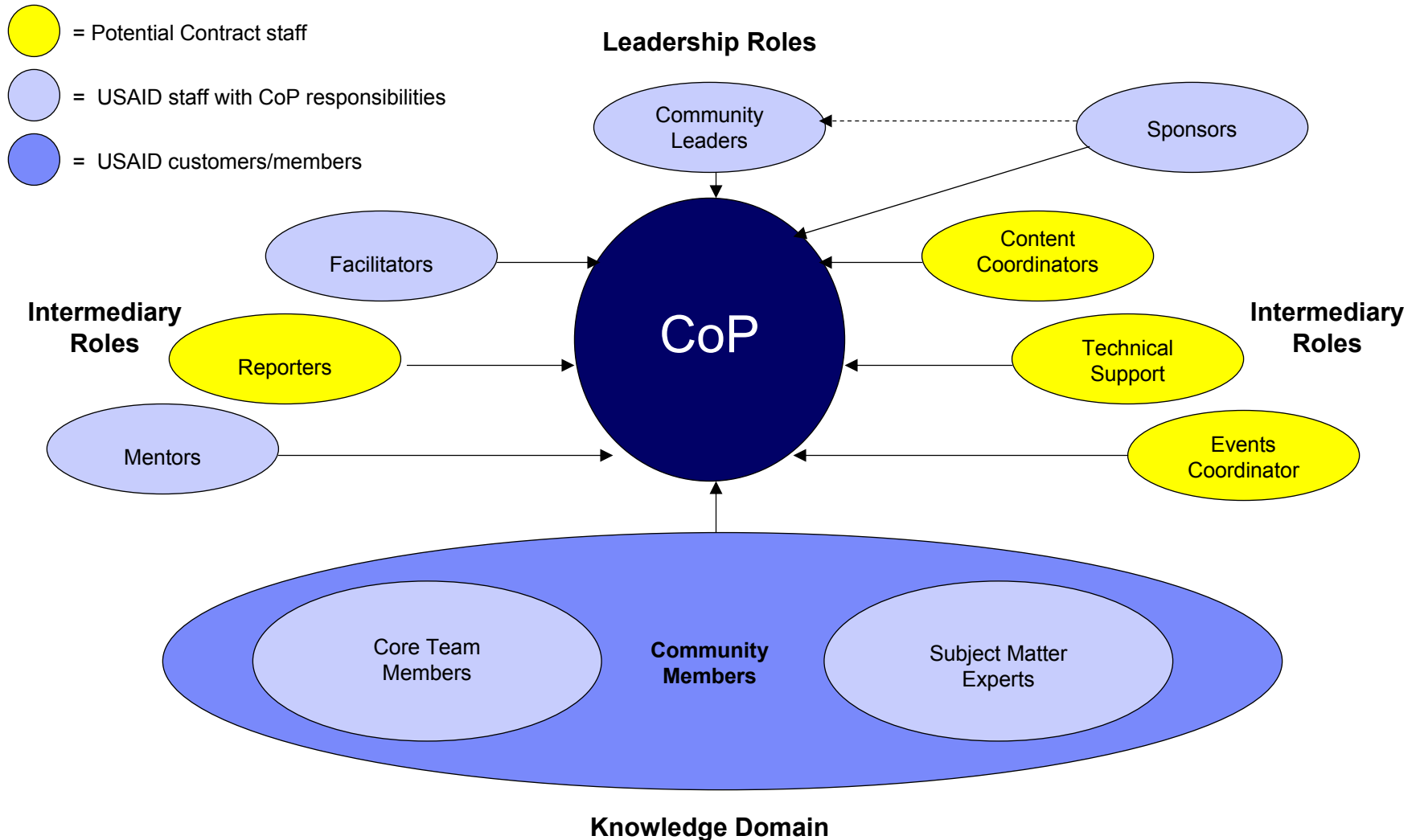


Membership Analysis: Roles

- IBM has conducted extensive research into KM roles and membership in major public sector and Fortune 500 companies and conducted more than 100 in-depth interviews with community members, leaders and KM professionals
- Based on this research we have identified:
 - Common roles
 - Typical activities
 - Percent time involved in CoP activities
- We recommend that USAID CoPs use these roles as it develops its CoPs

Membership Analysis: Roles



Membership Analysis: Roles

Role	Description	Responsibilities	Commitment (Percent time/ week required)
Knowledge Domain Roles			
Subject Matter Experts (multiple)	Keepers of the communities knowledge domain or practice and server as centers of specialized tacit knowledge for the community and its members	<ul style="list-style-type: none"> • Develop and communicate deep expertise and tacit knowledge of community's knowledge • Serves as the base of the community's base of though leadership and expertise • Contribute knowledge of subject matter to all community activities • Serve as the community's keeper of specialized tacit knowledge 	~20%
Core Team Members (1-5, may have multiple roles)	Provide guidance and leadership	<ul style="list-style-type: none"> • Support the formation of the community by setting boundaries and norms • Provide the momentum and inertia needed to sustain the community's evolution • Work to define the community's mission and purpose 	10%

Membership Analysis: Roles

Role	Description	Responsibilities	Commitment (Percent time/ week required)
Knowledge Domain Roles Community Members (multiple)	Take active ownership in the community by participating in its events and activities.	<ul style="list-style-type: none">• Participate and engage in community events and activities• Provide commitment to the community• Share knowledge and expertise with peers• Contribute to community conversations and discussions• Help set community governance,norms,culture and policies	~7%

Membership Analysis: Roles

Role	Description	Responsibilities	Commitment (Percent time/ week required)
Leadership Roles			
Community Leaders (3-5 , may have multiple roles)	Provide the overall guidance and management needed to build and maintain the community ,its relevance and strategic importance in the Agency,and its level of visibility among stakeholders	<ul style="list-style-type: none"> • Build and maintain relationships with stakeholders • Work with Core Team to set community mission, value propositions, and goals • Management community budget • Support, create and sustain additional community roles • Hold and lead community meetings,activities, events, and conferences 	~20%
Sponsor (1-2 , may have multiple roles)	Nurture and provide top-level recognition for the community while insuring its exposure,support, and strategic importance in the organization	<ul style="list-style-type: none"> • Serve as the community's link to senior management • Link the community and its benefits to the Agency's strategic benefits • Measure and evaluate benefits • Support budget requests and obtain funding • Advocate and support with stakeholders 	5%

Membership Analysis: Roles

Role	Description	Responsibilities	Commitment (Percent time/ week required)
Intermediary Roles			
Facilitators (<5)	Network and connect community members by encouraging participation, facilitation, and seeding discussions, and keeping events and community events engaging	<ul style="list-style-type: none"> • Energize and motivate community • Encourage participation in community events and activities • Work to keep online discussions engaging • Seed and feed discussion topics 	~50%
Content Coordinators (1 with Contractor support working with CDIE)	Search, retrieve and respond to direct requests for the community's knowledge and content	<ul style="list-style-type: none"> • Facilitate and coordinate the digital or physical library or repository • Ensure that the community's intellectual capital is categorized • Archive outdated materials • Help members find knowledge • Create content maps • Classify and organize community materials 	25%

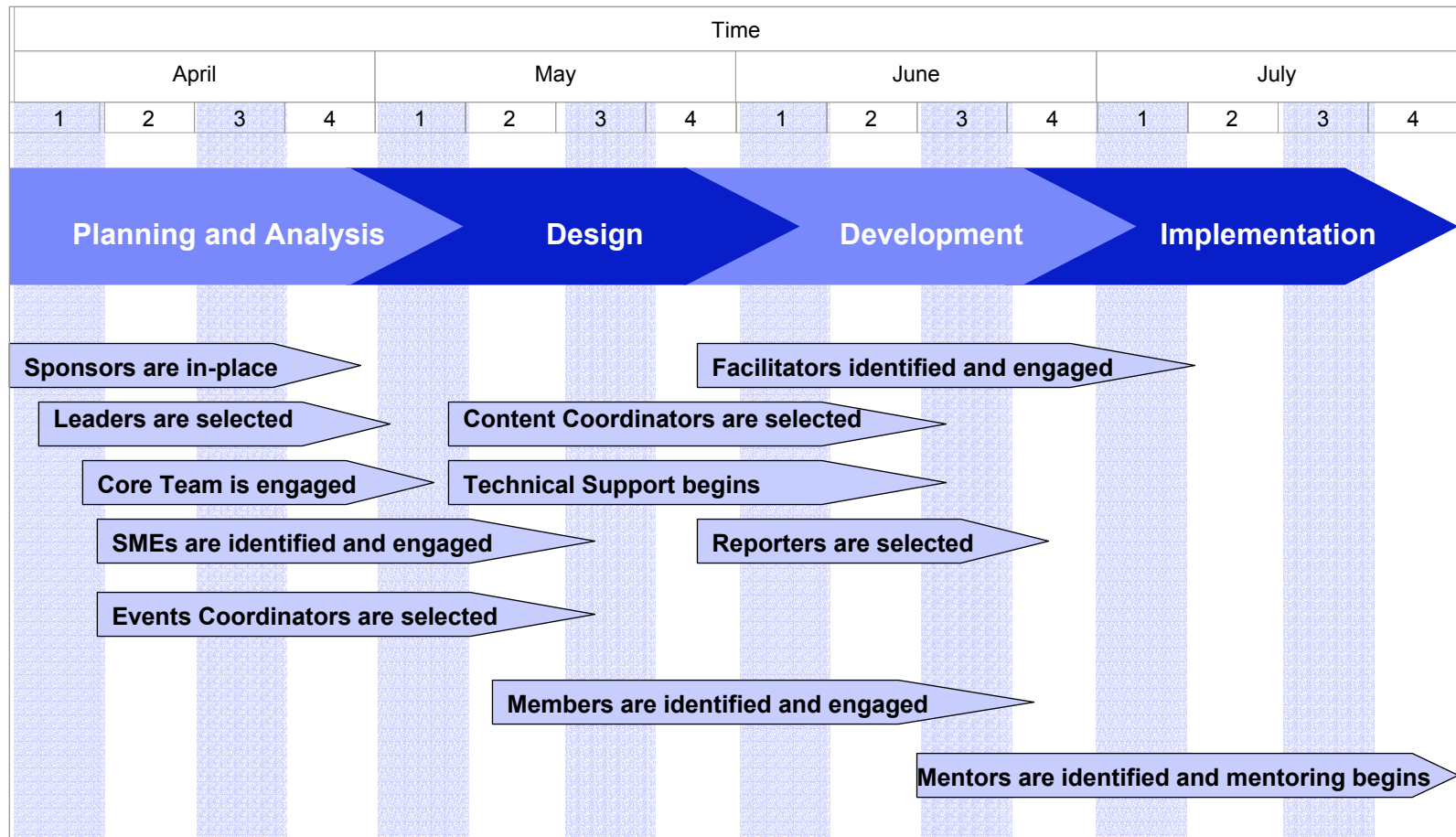
Membership Analysis: Roles

Role	Description	Responsibilities	Commitment (Percent time/ week required)
Intermediary Roles			
Reporters (1-3)	Identifying, capturing, and editing relevant knowledge, best practices, new approaches and lessons learned into documents	<ul style="list-style-type: none"> • Observe and interview community members to make the community's knowledge resources more explicit • Respond to direct requests for assistance in developing knowledge 	Variable (contractor support)
Mentors (~5 growing as needed)	Act as community elders, who take a personal stake in helping new members navigate the community, its norms and policies, and their places in organization	<ul style="list-style-type: none"> • Welcome and invite new members to the community • Introduce and orient members to the community norms and policies • Motivate and encourage participation in events and activities • Engage storytelling and community history stewardship 	5%

Membership Analysis: Roles

Role	Description	Responsibilities	Commitment (Percent time/ week required)
Intermediary Roles			
Events Coordinator (1)	Coordinate, organize and plan community events or activities	<ul style="list-style-type: none"> • Coordinate and plan community events and activities • Create and maintain community PR within the organization • Promote community events • Sets up meeting and send out invitations and marketing materials 	25%
Technical Support	Oversee and maintain communities collaborative technology and help members navigate its terrain	<ul style="list-style-type: none"> • Provide technical and logistical support for the community • Work with IT and Facilitators to design technologies • Set up access privilege, passwords, usernames, and profiles • Coordinate technical teams and IT staff to ensure quality, performance, and reliability 	Contract Support IBM and USAID Technical Staff

Membership Analysis: Schedule



Membership Analysis: Identifying Staff

Role	Name/Description
Subject Matter Experts	
Core Team Members	
Community Members	
Community Leaders	
Sponsor	
Facilitators	
Content Coordinators	
Reporters	
Mentors	
Events Coordinator	
Technical Support	

Membership Analysis: Pilot Membership

- You need to consider carefully who the pilot membership will be:
 - How will you define them?
 - What services/functions will they get?
 - What services/functions will be delivered when (schedule)?
 - How will training be provided?
 - How will they be communicated with?
- We recommend you limit initial membership to less than 20 people in HQ – expand to remote sites later